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January 5, 1998

Ms. Dawn Odrowski
Federal Elections Commission
Washington, DC 20463

MUR 3774

Dear Ms. Odrowski,

Thank you for providing me a brief extension for responding to your December 18th letter.

Question One

In response to question one, regarding invoices 6154, 6183, 6160 and 6171, these invoices were not generated but used for internal tracking of deposits. In order to track all of our cash receipts, an invoice number is generated both for invoices sent to clients and for deposits received from clients without actual invoices being generated. The invoice numbers are sequential, and are used as tracking numbers in the accounting system. Therefore, if a deposit is received from a client, the next sequential invoice number is assigned to that deposit, and the deposit is entered into the accounting system. The information entered into the accounting system is: the client code, the campaign code, the deposit date, the invoice number and the dollar amount of the deposit. When the actual invoice is generated to the client, the amount of the deposit is deducted from the total invoice amount to arrive at the balance due.

For political clients, it is Optima's general practice to demand either full or partial payment in advance. The amount of the deposit is calculated as follows: the client notifies Optima of the size of the list to be called. Optima calculates the anticipated number of contacts based on the file size, multiplies the number of contacts by the agreed-upon price per contact, and arrives at the estimated cost to the client. This is used to calculate the amount of the deposit, which may be the full amount, half the amount, or another agreed-upon amount. After the work is completed the final invoice is generated using the actual contacts multiplied by the price per contact, and the deposit is deducted to arrive at the balance due.

The amount of the deposit is usually negotiated with the client by telephone when the client requests that the work be done. Because time is usually short, typically the client is also given wiring instructions so that they can electronically send the

funds to Optima and the work can begin. These wiring instructions may be verbal or in writing, sent by fax.

There are no documents relating to these procedures. We have already provided all of the documentation in our possession relating to the deposits.

During the period in question, the negotiations with the client and the negotiation of the deposit amounts would have been conducted by Andrew Baum.

Question Two - Requesting scripts and revisions for the Grams/MN project.

Telemarketing scripts are written by the client and provided to Optima for the sole purpose of making the phone calls. Due to the sensitive nature of the calling, this information is not provided to any other parties, other than the phone room making the phone calls. In 1994, there was no formal policy for document retention regarding project files for political calling. Because of the sporadic nature of this calling, which is seasonal and happens only every two years, filing was not centralized, and each program manager maintained their own files. For these reasons, and the fact that several of the people who worked on the project are no longer employed at Optima, we are unable to specify the exact dates the documents were in our possession and the disposition of the documents.

Question Three - Requesting counts of calls by electoral and/or geographic region for the Grams calls.

This information is not in our possession. At the conclusion of phoning, Optima maintains the call data on our system (electronically, using back-up tapes) for approximately 6 months in case the client requests the data. If the client requests the data, it is sent to them. After 6 months, the back-up tapes are recycled for current use, and the data is effectively deleted. We have not found any written correspondence detailing the information that you have requested nor do we possess the data to recreate it.

Question Four - Requesting calls sheets referenced in November 14, 1994 memo.

This information is not in our possession. When conducting political voter contact activity, each program manager maintains their own files. Mr. Sottong has not been with the company since November 1995. An exhaustive search of Mr. Sottong's files has been conducted a number of times to locate this document and has not been successful.

Question Five - Requesting documents relating to the "set [of records] from 10/26/94 referenced in the 10/27/97 Sexton letter to Sottong.

This information is not in our possession. When conducting political voter contact activity, each program manager maintains their own files. Mr. Sottong has not been with the company since November 1995. An exhaustive search of Mr. Sottong's files has been conducted a number of times to locate this document and has not been successful.

Question Six - Requesting documents relating to the PA Pro-Life Federation calls referenced in Invoice #6197.

This information is not in our possession. There is no documentation in the files to distinguish PA Pro-Life Federation calls from other calls being conducted on behalf of this client. Optima cannot recall how or why this distinction is made on this invoice.

Question Seven - Requesting documents concerning lists used to make "original select" calls referenced in Invoice #6197.

This information is not in our possession. There is no documentation in the files to distinguish "original select" calls from other calls being conducted on behalf of this client. Optima cannot recall how or why this distinction is made on this invoice.

Question Eight - Requesting documents reflecting the number of contacts attributed to each Senate and Congressional race listed in the NRLC's GOTV list to Optima.

This information is not in our possession. At the conclusion of phoning, Optima maintains the call data on our system (electronically, using back-up tapes) for approximately 6 months in case the client requests the data. If the client requests the data, it is sent to them. After 6 months, the back-up tapes are recycled for current use, and the data is effectively deleted. We have not found any written correspondence detailing the information that you have requested nor do we possess the data to recreate it.

Question Nine - Requesting scripts for specifically identified phone call programs referenced in Civic Developments Groups invoices

Telemarketing scripts are written by the client and provided to Optima for the sole purpose of making the phone calls. Due to the sensitive nature of the calling, this information is not provided to any other parties, other than the phone room making the phone calls. In 1994, there was no formal policy for document retention regarding project files for political calling. Because of the sporadic nature of this calling, which is seasonal and happens only every two years, filing was not centralized, and each program manager maintained their own files. For these reasons, and the fact that several of the people who worked on the project are no longer employed at Optima, we are unable to specify the exact dates the documents were in our possession and the disposition of the documents.

Question Ten - Requesting scripts for calls made by Civic Development Group for programs denoted GO410 and GO410- II.

Telemarketing scripts are written by the client and provided to Optima for the sole purpose of making the phone calls. Due to the sensitive nature of the calling, this information is not provided to any other parties, other than the phone room making the phone calls. In 1994, there was no formal policy for document retention regarding project files for political calling. Because of the sporadic nature of this calling, which is seasonal and happens only every two years, filing was not centralized, and each program manager maintained their own files. For these reasons, and the fact that several of the people who worked on the project are no longer employed at Optima, we are unable to specify the exact dates the documents were in our possession and the disposition of the documents.

Optima employees

The current and former officers, employees and consultants are:

Shannon MacNutt, Business: Unknown; Residence: [REDACTED]
[REDACTED] Former employee.

Matt Sottong, Business: Unknown; Residence: [REDACTED]
[REDACTED] Former employee.

Michelle Sottong, Business: 8100 Boone Boulevard, Vienna, VA 22182, 703
918-9000; Residence: [REDACTED]
[REDACTED] Current employee. Director of Inbound Services.

Phyllis Marsh, Business: Unknown; Residence: [REDACTED]
[REDACTED] Former employee.

Andrew Baum, Business: 8100 Boone Boulevard, Vienna, VA 22182, 703
918-9000; Residence: [REDACTED]
[REDACTED] Current employee. Vice President.

Linda Bailie, Business: 8100 Boone Boulevard, Vienna, VA 22182, 703
918-9000; Residence: [REDACTED]
[REDACTED] Current employee. Senior Vice President.

Glenn Lebowitz, Business: 8100 Boone Boulevard, Vienna, VA 22182, 703
918-9000; Residence: [REDACTED]
[REDACTED] Current employee. President.

Kevin Potter, Business: 8100 Boone Boulevard, Vienna, VA 22182, 703
918-9000; Residence: [REDACTED]
[REDACTED] Current employee. Executive Vice President.

Tim Grady, Business: Unknown; Residence: [REDACTED]
[REDACTED] Former employee.

Chris Morse, Business: Unknown; Residence: [REDACTED]
[REDACTED] Former employee.

Margaret Gregory, Business: Unknown; Residence: [REDACTED]
[REDACTED] Former consultant.

Cindy Martin, Business: Unknown; Residence: Unknown. Former
employee.

Rich Tellez, Business: 8100 Boone Boulevard, Vienna, VA 22182, 703 918-
9000; Residence: [REDACTED]
Current employee. Network Administrator.

Mark L'Italien, Business: Business: 8100 Boone Boulevard, Vienna, VA
22182, 703 918-9000; Residence: [REDACTED]
[REDACTED] Current Employee. Director of Information Systems.

The duties of the above listed employees, officers, and consultants are as
follows:

Shannon MacNutt, Matt Sottong, Michelle Sottong, Phyllis Marsh, and Chris Morse were all Project Managers. They were responsible for managing a client's campaign as well as the vendors assigned to that campaign. That included distributing scripts and contact goals to the vendors, managing the number of contacts made on a daily basis as well as reporting results to the client.

Linda Bailie, Glenn Lebowitz and Kevin Potter were responsible for placing programs at the various vendor sites.

Andrew Baum was responsible for the financial aspects of pricing a campaign for clients as well as billing.

Tim Grady, Rich Tellez and Mark L'Italien were responsible for distributing data to vendors as well as collecting response data.

Cindy Martin and Margaret Gregory were responsible for political sales.

If you have any further questions, please contact me at (703) 918-9000.

Sincerely,

A handwritten signature in cursive script, appearing to read "Andrew Baum".

Andrew Baum
Vice President